

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.

Ad No. 2344-D3 - (IT ISN'T BRAGGING) - Req. No. M12885 - Page, 4/C - (7 x 10 inches)
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(604)

If you can do it, it isn't bragging.

Of course, we believe Merit is the best-tasting low tar cigarette you can smoke. Perhaps you do, too, or it's unlikely you would have read this far.

Or, perhaps you're considering switching to Merit from some other cigarette with more tar and less taste, but you're not sure. Go ahead. Give it a try. You can do it. Then you'll understand why we are actually rather modest in our claims.

Enriched Flavor,[™] low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.8 mg nicotine av per cigarette by FTC method.

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